

In the Claims:

1. (Currently amended) A calibration method for calibrating a fixed format emissive display device having a plurality of pixels, each pixel comprising at least three sub-pixels for emitting light of different real primary colors, the method comprising:

- determining, for each real primary color separately, a virtual target primary color,

- determining a color gamut defined by the determined virtual target primary colors, and

- adjusting the drive currents to the sub-pixels to achieve a color inside the determined color gamut, and

- determining a target luminance for each virtual target primary such that all or substantially all of the real primaries are able to realize the target luminance of the corresponding virtual primary.

- wherein determining the color co-ordinates of a virtual target primary color comprises determining a center of gravity of a cloud formed by the color co-ordinates of the corresponding real primary colors of all pixels of the display device.

2. (Cancelled)

3. (Currently amended) The calibration method of claim [[2]] 1, wherein the color co-ordinates determined for a virtual target primary color differ from the color coordinates of the centre of gravity of a cloud by up to 20%.

4. (Currently amended) The calibration method of claim [[2]] 1, furthermore comprising determining a center of gravity line of a cloud formed by the color co-ordinates of the real primary colors of all pixels of the display device corresponding to the virtual target primary color to be determined.

5. (Previously presented) The calibration method of claim 4, furthermore comprising choosing the color co-ordinates of the virtual target primary color on the

center of gravity line or within a deviation of at most 20% of the value of the color coordinates of a point located on the center of gravity line.

6. (Cancelled)

7. (Previously presented) The calibration method of claim 1, including determining a virtual target primary color that all the sub-pixels of the display device are able to achieve.

8. (Previously presented) The calibration method of claim 1, including determining a color gamut that all the sub-pixels of the display device are able to achieve.

9. (Previously presented) The calibration method of claim 1, wherein linear combinations of the virtual target primary colors are used to form the color gamut.

10. (Previously presented) The calibration method of claim 1, wherein determining, for each primary color separately, the color co-ordinates of a virtual target primary color, depends on the application in which the display device is used.

11. (Previously presented) The calibration method according to claim 10, wherein the virtual target primary colors are determined so as to give better results with respect to color saturation than with respect to color uniformity.

12. (Previously presented) The calibration method according to claim 10, wherein the virtual target primary colors are determined so as to give better results with respect to color uniformity than with respect to color saturation.

13. (Previously presented) The calibration method according to claim 7, wherein the determination of the target luminance of a virtual target primary color depends on the application in which the display device is to be used.

14. (Original) The calibration method according to claim 7, wherein the target luminance of the virtual target primaries is selected so as to provide improved brightness uniformity.

15. (Original) The calibration method according to claim 7, wherein the target luminance of the virtual target primaries is selected so as to provide a higher absolute brightness value.
16. (Previously presented) The calibration method according to claim 1, wherein determining, for each primary color separately, the color coordinates of the virtual target primary color is performed after virtual target primary colors have been determined a first time.
17. (Previously presented) The calibration method according to claim 7, wherein determining the target luminance of the virtual target primary colors is performed after virtual target primary colors have been determined a first time.
18. (Previously presented) The calibration method according to claim 1, wherein the number of virtual target primary colors equals the number of real primary colors.
19. (Previously presented) The calibration method of claim 1, wherein adjusting the drive current to the sub-pixels to achieve a color inside the determined color gamut comprises adjusting the drive current, not only of a first real primary color which would have a negative drive stimulus value, but also of at least one other real primary color which has a positive drive stimulus value.
20. (Previously presented) The calibration method of claim 19, wherein adjusting the drive currents of the first real primary color and the at least one other real primary color is such that the color to be achieved inside the determined color gamut is projected orthogonally on a plane in a stimulus co-ordinate system, which plane is spanned by stimulus co-ordinates of two real primary colors which would not have a negative drive stimulus.
21. (Original) A fixed format emissive display device calibrated in accordance with claim 1.